DATE: 11/01/91 SALES INFORMATION SYSTEM TIME: 09:02
SUBJECT: WAWA/DORAL MERCHANDISING SENDER: J. A. MORRIS/1340

TO: DIVISIONS WITH WAWA LOCATIONS

SUBJECT: WAWA MARKETS - DORAL MERCHANDISING

GENTLEMEN:

AS INFORMATION, WAWA HEADQUARTERS HAS REQUESTED THAT DORAL BE MERCHANDISED EXCLUSIVELY IN OUR SECURITY DISPLAY. THIS WOULD INCLUDE ANY PROMOTIONS THAT WE WOULD BE WORKING I.E. CURRENT DORAL B1G1F, ETC.

IF CURRENTLY MERCHANDISING DORAL IN PREFERRED PRESENCE FLOOR DISPLAY, PLEASE REMOVE AND PLACE IN SECURITY DISPLAY.

ALSO, IT HAS BEEN NOTED THAT IN SOME LIMITED OUTLETS DORAL 35¢ COUPONS HAVE BEEN ATTACHED TO THE B1G1F PRODUCT. THIS SHOULD NOT HAPPEN. DORAL B1G1F SHOULD STAND ON ITS OWN. PLEASE NOTIFY SALES REPS AND PART-TIME MERCHANDISERS OF THIS POLICY.

THANK YOU FOR YOUR HELP.

SINCERELY,

JIM

J. A. MORRIS

JAM/GAM

M-2

D.M 11/4/91
T&D 11/6/91
S.R.M. / /
S.A.M. / /

TO: BETSY
PEGGY
LORRAINE

Please note the above information and act accordingly.

J.H. Casey

*** END OF MESSAGE ***

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